Henry Castillo

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Creative Product Designer with a passion for solving complex design challenges and delivering innovative solutions. With a fresh perspective and a Master's degree in Information Experience Design, I'm eager to apply my knowledge to design intuitive interfaces that are useful, usable, desirable, and accessible.

EDUCATION

Master's Degree (MS) in Information Experience Design   01/2022 to 12/2023
Pratt Institute | New York, United States | GPA: 3.8

Bachelor's Degree (BS) in Industrial Engineering   09/2011 to 08/2015
Universidad El Bosque | Bogotá, Colombia | GPA: 3.7

WORK EXPERIENCE

UX Designer Consultant   09/2022 to 12/2023
Center for Digital Experiences | New York, United States

- Collaborated with product managers and UX designers on the end-to-end design process to translate project requirements and business objectives into polished user interfaces, contributing to a 50% increase in user satisfaction.
- Utilized industry-standard Design Tools for prototyping, wireframing, and designing interactive elements, resulting in a 20% increase in user engagement and 15% reduction in navigation time.
- Incorporated Data-Driven analysis into UX design projects to significantly improve usability and performance, resulting in a 20% decrease in bounce rates and a 25% increase in user engagement metrics.

Strategic Growth Manager   06/2015 to 01/2022
40minutes Fitness | Bogotá, Colombia

- Formulated and executed strategic initiatives to drive business growth and enhance customer engagement in the fitness industry, resulting in a 150% increase in annual revenue and a 200% growth in customer base year-over-year.
- Applied design thinking principles to develop user-centric solutions and optimize product experiences across multiple touchpoints, leading to a 30% improvement in customer satisfaction and a 40% increase in product adoption rates.
- Conducted thorough market analysis and competitive research to identify market trends and opportunities for product innovation, leading to identifying 5 new market opportunities and driving a 25% increase in market share within the fitness industry.
- Collaborated cross-functionally to translate business objectives into actionable plans, ensuring alignment between product development and strategic goals, resulting in a 40% improvement in product development efficiency and a 50% increase in ROI.

UNIVERSITY PROJECTS

Menu App Product Designer   12/2021 to 07/2022
Pratt Institute | New York, United States

- Conducted extensive research to understand user preferences, constraints, and expectations when ordering online.
- Designed intuitive & interactive high-fidelity prototypes in Figma turning conceptual ideas into a useful product.
- Oversaw usability testing to refine the app's design through multiple iterations of enhancements to address user pain points.
- Collaborated across teams to solve creative problems in ways that aligned with business goals.

Web Usability UX Designer   12/2021 to 07/2022
Archives of American Art | New York, United States

- Led comprehensive research to identify pain points and opportunities for improvement in flows on the donation page.
- Implemented usability testing sessions with target users, leading to a 25% improvement in donation conversion rates through optimized user flows and cleared calls-to-action.
- Redesigned the donation page interface to improve usability and visual appeal, resulting in 20% increase in donation amounts and a 15% decrease in bounce rate.
- Solicited feedback on a range of design options to ensure visual designs were aligned with the company's vision and aesthetic.

SKILLS AND COMPETENCIES

- Programming: BootStrap, CSS, HTML, JavaScript, React, Tailwind CSS, TypeScript, Python
- Design: Figma, Sketch, Responsive Design, Typography, Visual Design
- Product Development: Card Sorting, Competitive Analysis, Prototyping, Tree Testing, Usability Studies, User Research, Wireframes

CERTIFICATIONS

- Front End Developer (Meta, 2023)
- Full Stack Developer (IBM, 2023)
- UX Designer (Google, 2021)